

**STATEMENT UNDER 37 CFR § 3.73(b)**  
**ESTABLISHMENT OF ASSIGNEE**

Applicants : Andrej Gregov et al.  
App. No. : 09/848,608  
Filed : May 3, 2001  
For : PERSONALIZED PROMOTION OF NEW CONTENT  
Examiner : Naeem U. Haq  
Group Art Unit : 3625

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This document is being filed with a copy of a Power of Attorney signed by the Assignee. This Statement sets forth the chain of title of the above-identified application.

Amazon.com, Inc., a Delaware Corporation, is the Assignee of the entire right, title, and interest of the above-referenced application by virtue of:

The Assignment from the inventors to the Assignee recorded in the United States Patent and Trademark Office on August 28, 2001, at Reel 012122, and Frame 0076.

The undersigned is an agent of Customer Number 79,502 and is authorized to act on behalf of the Assignee. Please recognize or change the correspondence address for the above-identified application to **Customer No. 79,502**.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

By:

  
Maria Čulić Anderson  
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Dated: 7/3/08